

56th FORMAL FALL OPENING

You're invited, of course! To every person who is interested in knowing what the correct new fashions will be—to every person who enjoys the mere seeing of beautiful things—we extend a most cordial invitation. It's only after many months of planning—of intelligent preparation—that we are able to announce these masterly displays, which will be among the grandest and most artistic ever seen in St. Louis. It would be almost impossible for us to adequately picture in words the great beauty, scope and magnificence of the showing. Only by seeing for yourself can you realize it.

Visitors to the opening will note many changes and improvements. Recent alterations on our main floor have transformed it into the lightest and handsomest sales floor in this section. We have entirely dispensed with artificial light, and now you may purchase your goods in pure daylight and have every opportunity for inspection and comparison.

THE OPENING CONTINUES THREE DAYS—MONDAY, TUESDAY AND WEDNESDAY.

First Showing of Fall Silks

MONTHS of intelligent effort have been spent in bringing this magnificent collection of Fall Silks together. The result is the most complete and comprehensive collection of foreign and domestic weaves we have ever shown. Soft fabrics will be most in vogue this season and we show them in great variety. Moires in various weaves and weights, Plaids in an immense assortment, warp-printed Silk and Satins, Crepes in plain and satin finish, Messalines, Chiffon Taffetas, Paillette de Soie, Louisines in all colors. Special for opening week.

Black Mohair—24 inches wide, 60 value, special Monday 49c
Black Chiffon Taffeta—27 inches wide, usual 85c value, for 65c
Black Loup—24-inch, such as usually sell for \$1.00, for 73c
Black Taffeta—28-inch, very strong and excellent value at \$1.10, now 89c

New Fall Millinery.

WE announce the arrival and opening display of Paris Millinery—the choicest models from the foremost designers. Also dressy trimmed street and ready-to-wear hats of American design. By all means the grandest and most artistic display ever assembled in St. Louis.

Special Display of Automobile Hats and Veils (Second Floor.)



Opening Display of New Suits, Coats, Skirts and Waists for Women and Girls

LOVERS of beauty in Gowns will fairly revel in this magnificent display. It's an eminently satisfying collection, strictly in keeping with our standard of the latest and most correct styles only, and the most reasonable prices to be found in any establishment.

New Tailor Suits

Handsome long-coat Suits, made of chevots, Panama cloths, broadcloths, covertes and the new grays and mannish materials—new tight-fitting effects as well as clever box and Empire styles.

New Waists

Beautiful new Waists of chiffon taffeta, satin messaline, crepe de Chine and fancy plaid silks, embroidered and lace trimmed as well as tailor-made effects, all colors and sizes.

New Fall Coats

New medium-weight Fall Coats for September and October wear—coverts, broadcloths and chevots, both Empire and tight-fitting styles, all sizes; colors tan and black.

New Costumes

Magnificent Evening Gowns in all the latest materials. Swell "Princess" effects as well as two-piece styles.

Girls' and Misses' Suits and Coats

Complete stock of Girls' and Misses' Coats in both medium and heavy-weight material, in all the latest Empire and full-length styles, also very newest ideas in Girls' Junior and Intermediate Suits.



Enter the New Linens

EXCLUSIVE designs in Table Cloths, Cluny Lace Pieces and the very new Madeira Work. A showing which for completeness, beauty and good value is certainly without a rival in this section.

Cluny Lace Bedding and Centerpieces on sale to-morrow at about 1-2 less than regular price. The lace on the 36-inch is 7 inches deep, others in proportion. Bedding—62 1/2 value \$5.00 each, sale price \$3.75
Bedding—42 1/2 value \$11 each, sale price \$13.50
Bedding—36 1/2 value \$11 each, sale price \$13.50
Bedding—32 1/2 value \$7.50 each, sale price \$5.00
Bedding—28 1/2 value \$9.00 each, sale price \$6.00
Bedding—24 1/2 value \$10.50 each, sale price \$7.50
Bedding—20 1/2 value \$15.00 each, sale price \$11.50
Table Cloths and Napkins—Beautiful patterns, suitable for either round or square tables, from Ireland, Scotland, Germany and France, in sizes ranging from 72 yds. up to 25 1/2 yds. Extremely good values at from \$2.75 up
Table Damask—Best value in market at \$1.00. Fully 2 inches wide and very heavy and fine; 10 new designs; extra-ordinary value at, per yard \$1.00
Napkins—Three-quarter, to match the Damask, per dozen \$3.25
Embroidered Rectangular Linens—From 6 to 24 inches in diameter, also Tray Cloths, Pattern Dolly, and so forth, Monday 25 per cent less than regular price.

French Underwear Samples

DIRECT from Paris comes this beautiful snow-white Underwear. Every garment made of the finest material, carefully worked by hand, and a perfect gem of beauty and style. Prices very special.

Gowns—Made of French percale, front made of tucks and brie stitching, turn-over collar and cuffs, finished with design of hand embroidery \$2.25
Gowns—Made of French percale, slipover style, hand-embroidered design across front, scalloped edge, embroidered eyelet holes, drawn with ribbon \$3.25
Gowns—Made of French percale, slipover style, hand-embroidered design across front, scalloped edge, embroidered eyelet holes, drawn with ribbon \$4.25
Gowns—Made of French percale, hand-embroidered design across front, scalloped edge \$5c
Chemises—Made of French percale, front made of tucks and brie stitching, turn-over collar and cuffs, finished with design of hand embroidery \$2.25
Chemises—Made of French percale, slipover style, hand-embroidered design across front, scalloped edge, embroidered eyelet holes, drawn with ribbon \$3.25
Chemises—Made of French percale, slipover style, hand-embroidered design across front, scalloped edge, embroidered eyelet holes, drawn with ribbon \$4.25
Chemises—Made of French percale, hand-embroidered design across front, scalloped edge \$5c
Bonnets—Made of fine French percale, deep ruffle, finished with hand-made scalloped edge, brie stitching \$1.00
Bonnets—Made of French percale, deep ruffle, finished with hand-made scalloped edge and hemstitching \$1.75

Special Blanket Sale

WE couldn't afford to sell blankets at these prices were it not for the fact that we bought them very low. All are extra quality and extra weight and in every way are very choice. Only about 100 pairs in the lot and at these prices they should be gone with the day.

Blankets worth \$15.50 for \$11.50
Blankets worth \$12.50 for \$9.50
Blankets worth \$7.50 for \$5.75
Blankets worth \$7.00 for \$5.00
Blankets worth \$6.00 for \$4.50 (Third Floor.)

Our September Sale of Notions Starts To-Morrow

IT doesn't require an elaborate argument to show you the wisdom of laying in a supply of notions during this great sale. This list, with the great saving opportunities it offers, is enough to convince the shrewd buyer.

Sewing 900—1-ounce spools for hand sewing, only in black and white; per spool, 5c.
New House Linen Thread—For heavy sewing; black only; per spool, 5c.
Gold-Eye Needles—Roberts's; all numbers; per paper, 5c.
French Sewing Cotton—Extra fine quality; 5 spools for 5c.
A.A.A. Sewing Cotton—Black, white and tan; per spool 5c, or 10c per doz.
Bosch's or Clark's Sewing Cotton—3 spools for 5c.
Velvet Sewing—In 3-yard pieces; black only; per yard, 5c.
Bosch's Sewing Cotton—Black only; per yard, 5c.
Shirt Making—Curved to fit; black and white; per yard, 5c.
Bosch's Tape—Assorted widths, best Chinese tape; per bundle, 5c.
Agnes and Red Lion Hooks and Eyes—Made with hump; per card, 5c.
Best Sewing Pins—400 pins to paper; 2 papers for 5c.
Woolen Covered Sewing Needles—Extra size; worth 25c; per pair, 15c.
Needles Covered Sewing Needles—Size 2, 3 and 4; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 5 and 6; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 7 and 8; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 9 and 10; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 11 and 12; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 13 and 14; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 15 and 16; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 17 and 18; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 19 and 20; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 21 and 22; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 23 and 24; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 25 and 26; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 27 and 28; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 29 and 30; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 31 and 32; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 33 and 34; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 35 and 36; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 37 and 38; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 39 and 40; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 41 and 42; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 43 and 44; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 45 and 46; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 47 and 48; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 49 and 50; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 51 and 52; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 53 and 54; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 55 and 56; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 57 and 58; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 59 and 60; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 61 and 62; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 63 and 64; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 65 and 66; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 67 and 68; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 69 and 70; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 71 and 72; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 73 and 74; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 75 and 76; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 77 and 78; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 79 and 80; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 81 and 82; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 83 and 84; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 85 and 86; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 87 and 88; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 89 and 90; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 91 and 92; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 93 and 94; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 95 and 96; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 97 and 98; 3 pairs for 25c.
Needles Covered Sewing Needles—Size 99 and 100; 3 pairs for 25c.

Black Dress Goods

AS usual, the showing is complete, embracing all new as well as staple styles. An added advantage of our department is that you buy in daylight—quite a convenience in selecting black goods. Special for the opening—

Black All-Wool Venetian Cloth, 51 inches wide, 73c
Black All-Wool Panama Cloth, 48 inches wide, 83c
Black All-Wool Satin Prunella, 45 inches wide, 93c (Main Floor—Sixth and Locust.)

Newest Art Goods

BEAUTIFUL hand-embroidered Luncheon Sets with exquisite roses, orchids and violets in the natural shades. Two sizes in Dollies and Centerpieces. \$40 and \$75 per set.

Table Runners—Hand-embroidered drawwork, entirely new designs, strikingly beautiful. Each \$10.00, \$12.00 and \$15.00

Stamped Centerpieces, in Hordanger embroidery; in sizes from 18x18 up to 26x36. Round and square, 25c and 45c

Trimmed Toilet Cushions, in all sizes and colors. A complete line at prices ranging from 55c to \$10.00

Material for making the new Bruges lace, with book of instructions. Price for the two 15c

Hand-Painted China, Rich Cut Glass, Fine Art Wares

OUR immense downstairs salesroom is, without any exception, the largest and most complete china, bric-a-brac and glass store in this city. Comparison of stocks will quickly convince you of this fact. We can truthfully say that ours is the only complete china store in St. Louis. These prices are out of the ordinary.

Hand-Painted Limoges China—Our new fall importation on show to-morrow for the first time. A magnificent variety of decorations in 100 new designs, beautifully decorated by hand by the finest china artists in France. All pieces richly finished in pure gold.

Art Wares—Fine Bric-a-Brac, Bronzes, Marbles and Vases from the leading art studios of the Old World. A magnificent collection, larger and more reasonably priced than ever before.
As an opening bargain we offer choice of any Vase or piece of Bric-a-Brac on a special large table for 50c; values from \$1.50 to \$2.00. An importer's line of sample pieces of Royal Vienna, Sevres and Dresden Vases; each piece is in absolutely perfect condition, although purchased by us at a great discount. They are marked to sell at from one-third to one-half less than regular price.
Rich Cut Glass—More complete assortment and better value than ever before. Magnificent variety of all the latest novelties from the best cutters in this country.
Dinner Sets—Many choice decorations in Dinner Sets, including 100 open stock patterns from which you may select any pieces you wish or make up an assortment of pieces to suit your individual wants. The great advantage of open stock ware is that you can replenish your set at any time, extra pieces being always on sale.

New Fall Corsets

WE are making extensive showing of the season's correct new models. Our line comprises all the latest novelties, in plain and fancy materials, in both Paris and American make. All styles and qualities, including the new high tapering waist models, at prices ranging from \$1.00 up to \$25.00.

R. & G. Tapering-Waist Models—Medium bust, long hips, value \$1.50
Monday \$1.00
P. D. long-waist, medium-hip Corsets, latest model, value \$2.00, sale price \$2.00
American Lady fancy silk brocade Corset, in white, pink and blue, latest model, \$5.00 value for \$3.00

The New Flannels

A SPLENDID selection of all that is good and new in flannels for fall and winter wearing. Saxony Flannel Waistings—very stylish for street wear; styles confined to us in St. Louis. Unusually good values at 75c, 85c, \$1.00 and \$1.25.

45c Bath Robe Blanket Cloth—Made in Germany and suitable for lounging and Bath Robes. Extra good values at 45c a yard. (Main Floor—Third Aisle.) 45c

Mattings at Half Price

ONE thousand rolls of fine Japanese Mattings in the latest carpet effects on sale Monday morning at the following prices.

Mattings worth 45c per yd., for 25c.
Mattings worth 40c per yd., for 22 1/2c.
Mattings worth 35c per yd., for 20c.
Mattings worth 30c per yd., for 18c. (Third Floor.)

Annual September Sale of Lace Curtains

A GREAT sale of \$20,000 worth of the season's newest and best Lace Curtains at a saving of at least 25%. Every make and weave of curtain is represented. We list here a few of the more popular weaves. Finer grades priced proportionately.

Every Curtain is strictly high-grade—the designs are the newest and latest ever produced. The saving averages 25 per cent.

Nottingham Lace Curtains
Sale Price... \$0.85 \$1.10 \$1.25 \$1.35 \$1.45 \$1.75
Actual Value... \$1.10 \$1.50 \$1.65 \$1.80 \$2.00 \$2.25
All better grades proportionately low.

Irish Point Lace Curtains
Sale Price... \$0.85 \$1.10 \$1.25 \$1.35 \$1.45 \$1.75
Actual Value... \$1.10 \$1.50 \$1.65 \$1.80 \$2.00 \$2.25
Beautiful patterns on fine quality nets. (Third Floor.)

A Great Sale of Boys' and Youths' Suits

A NEW YORK manufacturer of boys' and youths' clothing sold us at a great price concession his season's surplus stock of Suits. Every garment is of the highest quality, material and workmanship are the very best. Patterns are strictly up to date and the fabrics are all wool.

Boys' 66 and 67 Double-Breasted Suits \$8.95—In all-wool fancy chevots, ages 7 to 16 years; also boy's Suits and Knicker Suits in fancy mixtures, ages 7 to 16 years; these are the suits that you usually pay \$9 and \$10 for; choice for \$3.95
Youths' 68 and 69 Suits for \$8.75—Made in the latest double-breasted style, high-class gray worsted mixtures, lined with excellent Venetians; these Suits are regularly \$13 and \$15 values; they go Monday for \$8.75

Cloths and Coatings

A SHOWING that leaves no room for unfavorable criticism. Everything that is new and good is here at the fairest prices. Special for opening week—54-inch Botany Cloth for jackets, coats and suits. This is a universal \$2.00 value, Monday \$1.50.

58c Camel's-Hair Kersey Coatings—52-inch. Just the thing for school coats; actual value 85c; Monday for 58c a yard. (Main Floor—Third Aisle.) 58c

75c Ingrain Carpets for 60c

THESE carpets are strictly all wool and are in this season's best designs. We offer them at this reduced price simply to open the season with a rush. They are regular 75c value; Monday, per yard, 60c.

\$1.95 Same on both sides, size 3 feet wide by 6 feet long; value \$3 each; sale price \$1.95 (Third Floor.)

Barr's The Best-Lighted Store in America

Barr's Sixth, Seventh, Olive and Locust Sts.